

**U.S. DEPARTMENT OF  
JUSTICE  
DRUG ENFORCEMENT  
ADMINISTRATION**



**RED RIBBON WEEK PATCH**

**2012 Implementation Guide**

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## RED RIBBON WEEK

### Background

On February 7, 1985, at 2:00 p.m., Drug Enforcement Administration (DEA) Special Agent Enrique “Kiki” Camarena left the American Consulate in Guadalajara to meet his wife for lunch. Kiki had been in Mexico for four and a half years on the trail of Mexico’s marijuana and cocaine barons. He was due to be reassigned in three weeks, having come dangerously close to unlocking a multi-billion drug dollar pipeline.



As Kiki neared his truck, he was approached by five men, who shoved him into a beige Volkswagen. One of the men threw a jacket over Kiki’s head and the driver sped away.

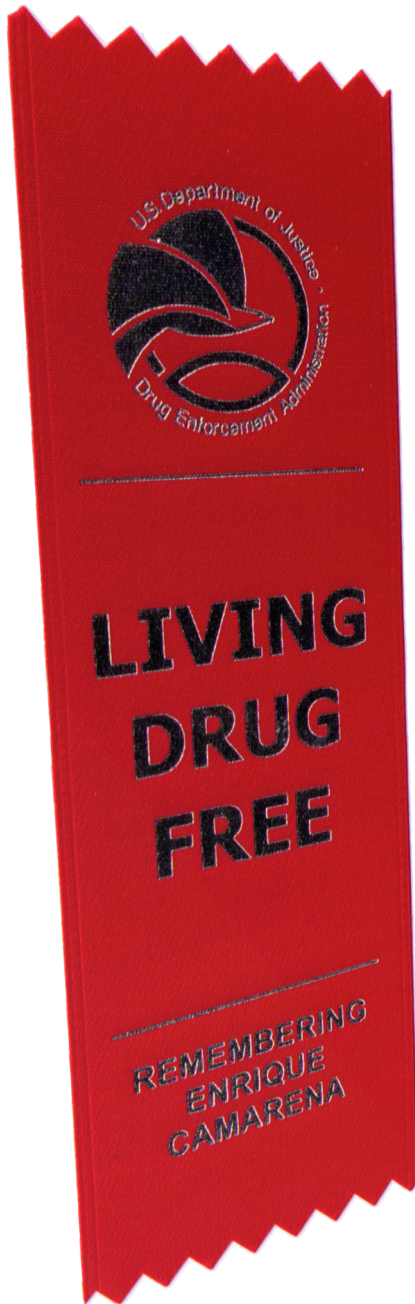
Almost a month later, on March 5, Kiki’s body was found on a ranch outside of the town of Zamora, Mexico, approximately 60 miles outside of Guadalajara. Autopsy reports indicated that Special Agent Camarena had been tortured and beaten. Three days after his body was discovered, he was returned to the United States for burial

Following the death of Special Agent Camarena and the press attention that the killing generated, U.S. Congressman Duncan Hunter, member of the House Select Committee on Narcotics Abuse and Control, and Henry Lozano, a high school friend of Kiki’s and director of Teen Challenge, a drug abuse prevention and counseling organization, met to discuss plans to develop “Camarena Clubs” throughout the El Cajon, California, area. These “Camarena Clubs” were formed to unite students, teachers, and others in the community against drug abuse.

The first “Camarena Club” was started on April 20, 1985, at Calexico Union High School, the same high school from which Kiki graduated in 1968. The following week, members of that club, along with Congressman Hunter’s wife, Lynne, presented First Lady Nancy Reagan with the “Camarena Club Proclamation.”

The summer of 1985 saw a surge in national interest in the memory of Kiki Camarena and the problems of drug abuse. The Virginia Federation of Parents and the Illinois Drug Education Alliance called on every American to wear red ribbons to symbolize their commitment to help reduce the demand for drugs in their communities. Since then, the Red Ribbon campaign has taken on national significance.

## The Celebration Continues



Today, Red Ribbon Week is celebrated annually October 23–31 in cities across the country. During Red Ribbon Week, young people in communities across the nation pledge to live a drug-free lifestyle by wearing red ribbons and participating in community-wide anti-drug events.

The meaning of Special Agent Kiki Camarena’s sacrifice continues to galvanize communities through Red Ribbon Week, which calls upon organizations, parents, and educators to reinforce the dangers of drug abuse with children.

“Red Ribbon Week honors Kiki Camarena, who 25 years ago made the ultimate sacrifice fighting drugs. The news of his death touched the nation, and today, millions of young people born well after Kiki’s death wear red ribbons and sign pledges to remain drug-free,” said DEA Acting Administrator Michele M. Leonhart.

Red Ribbon Week presents a critical opportunity for parents, educators, and communities to fight the constant battle against drugs by talking with children about the real issues around drug use and abuse. “Each year, Red Ribbon Week reinvigorates the message that drug abuse remains with us, and that we must stay vigilant in the fight,” says Jack Lawn, the DEA Administrator at the time of Kiki’s death.

Acting Administrator Leonhart agrees, noting, “DEA will continue to take drug traffickers out of our communities as part of a comprehensive drug control strategy that includes effective enforcement, prevention, and treatment. All those who put their lives on the line enforcing our nation’s drug laws pay tribute to the young Americans who stand with them by wearing a red ribbon during Red Ribbon Week.”

Each year millions of Americans participate in Red Ribbon week as a way of saying, “We want America to be free of drugs”. This year, Scouts across America will have the opportunity to earn the right to wear the Red Ribbon Patch. The program consists of a Scout Unit agreeing to participate in this campaign. The Scouts in the unit will be required sponsor a Red Ribbon

campaign in their school or community and participate in a drug-free activity to receive their DEA Red Ribbon Patch.

## **RED RIBBON WEEK PATCH**

### **Program Overview**

The Red Ribbon Week Patch is designed to provide Boy Scouts and Girl Scouts the opportunity to earn a patch from the Drug Enforcement Administration (DEA) by performing anti-drug activities in commemoration of Red Ribbon Week. Furthermore, this initiative seeks to empower young people to create, embrace, and strengthen their drug free beliefs.



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**DEA will award a Red Ribbon Week Patch and Certificate of Participation to the first qualifying 25,000 Boy Scouts and Girl Scouts!**

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### **Program Coordination**

The Red Ribbon Week Patch is an unfunded program. The coordination of this program is led by the DEA. The agency has dedicated in-kind resources to include program coordination, website development, website hosting, marketing, postage, graphic design, and other resources as appropriate.

### **Guiding Principles**

- The Red Ribbon Week Patch program promotes the delivery of drug free messages by Boy Scouts and Girls Scouts within local communities.
- The Red Ribbon Week Patch program incorporates input and direct participation from drug prevention experts as speakers and presenters, in local Red Ribbon Week campaigns.
- The Red Ribbon Week Patch program inspires grassroots community outreach strategies to reduce the use and abuse of non-prescribed and illicit drugs among youth.



- The Red Ribbon Week Patch program keeps the dangers of use and abuse of non-prescribed and illicit drugs prominent in the public.

## Patch Requirements

All Boy Scouts and Girl Scouts are eligible to participate in the program!

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To earn the DEA Red Ribbon Patch, please complete the following:

- Each Scout leader or designee must submit the 'Intent to Participate' form by **Friday, October 5, 2012**. The online form is available at [www.justthinktwice.com](http://www.justthinktwice.com).
- Each Scouting unit or troop must coordinate or support a Red Ribbon Week activity.
- Each Scout must attend a drug prevention education session.
- Each Scout must take the DEA Drug-Free Pledge.
- The Scout leader must submit the 'Activity Report' upon completion of program requirements, **no later than Friday, December 7, 2012**.



Please make sure the included MAILING ADDRESS is where the patches are to be sent.

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## Reporting

Upon completing the program, the Scout Leader or contact person must complete the **'Activity Report'** form. You are encouraged to submit photos, newspaper articles, handouts, and posters, describing your Red Ribbon Week activities for use in future program promotional items.

**Please note, attachments and photos will not be returned.**

- 1) All photos must include a copy of a signed 'Media Waiver Agreement' available at [Justthinktwice.com](http://Justthinktwice.com), under Resources.



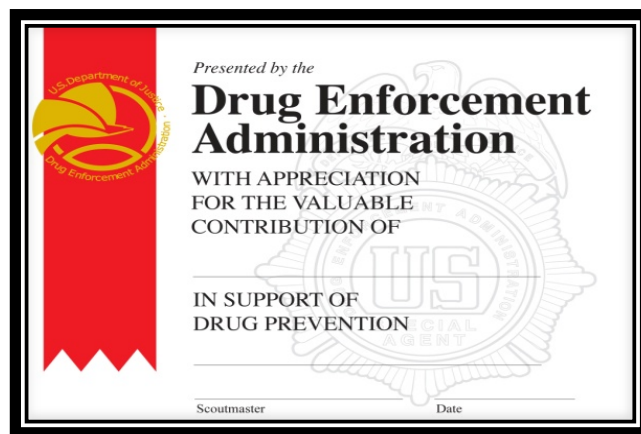
2) Scanned and signed media wavers may be emailed to [Demand.Reduction@usdoj.gov](mailto:Demand.Reduction@usdoj.gov) or mailed to the address below. If mailing pictures, please include the Media Waiver Agreement along with the pictures.

3) Mailing Address: DEA Headquarters  
Demand Reduction Section  
Attn: Sonia E. Klukas  
8701 Morrisette Drive  
Springfield, VA 22152

## Certificate of Participation

The Scout leader may download and sign the 'Certificate of Participation' upon completion of all program requirements. The online certificate has been formatted to enable the typing of each Boy Scout and Girl Scout's individual name before printing.

The certificate is available at [www.Justthinktwice.com](http://www.Justthinktwice.com), under 'Resources'.



## PLANNING YOUR RED RIBBON EVENT

### The Role of the DEA

The DEA will provide leadership and technical assistance in the development and implementation of your Red Ribbon Week activity as appropriate. The coordinating activities for the DEA may include but are not limited to:

- Develop an implementation guide and forms.
- Conduct direct outreach to Boy Scout and Girl Scout Councils.
- Collaborate with other partners to include the National Alpha Phi Omega Fraternity.
- Design and host the Red Ribbon Week Patch web pages.
- Develop materials for a marketing tool kit available to the public for downloading.
- Disseminate patches to the Boy Scouts and Girl Scouts.
- Compile a resource list of sample Red Ribbon Week activities as information is available.

At the conclusion of the initiative the DEA will compile and summarize information on the current Red Ribbon Patch Program.

## **The Role of the Scout leader**

The Scout leader provides guidance and direction to their respective Boy Scout or Girl Scout unit or troop. The coordinating activities for the Scout leader may include but are not limited to:

- Submit the online 'Intent to Participate' form.
- Identify community promotional opportunities to promote the Scout's Red Ribbon Week activity.
- Ensure that the Scouts take and sign the 'Drug Free Pledge'.
- Identify a drug prevention education session for their Scout unit or troop to attend.
- Complete and submit the 'Activity Report' and request the patches for the Scouting unit or troop.
- Disseminate patches to the Scouts.

## **The Role of the Scout**

As peer leaders in the community, the Boy Scouts and Girl Scouts encourage their peers and local community to promote a lifelong campaign of living drug free. The coordinating activities for the Scouts may include but are not limited to:

- Serve as advocates for living free of drugs.
- Inspire other Scouts and peers to live healthy lives through their own example.
- Coordinate a Red Ribbon Week activity.
- Participate in a drug prevention education session of choice.
- Promote a sense of pride in being physically and mentally strong.
- Foster team building by working with peers to successfully organize and promote a Red Ribbon Week activity.

## **The Role of Partner Organizations**

Scouts are encouraged to look within your community for partnerships that may assist with coordination of the Red Ribbon Week activities and leverage other potential resources. Partners may include but are not limited to Alpha Omega Phi Omega Fraternity, schools, law enforcement, faith-based organizations, rotary clubs, businesses, not-for-profit organizations, community groups, and 2-1-1 Systems. The coordinating activities for partners may include but are not limited to:

- Serve as advocates for living free of drugs.
- Assist scouting troops to organize a Red Ribbon Week activity.
- Conduct outreach for attendance to the Red Ribbon Week activity as appropriate.
- Provide in-kind contributions such as printing, promotion, and supplies.
- Purchase ribbons and other giveaways for the Red Ribbon Week activity.
- Foster other relationships and partnerships to broker other resources such as media coverage, prizes, and other resources.

- Coordinate volunteers and speakers for the activity and other future ventures.

## Partnerships

Boy Scout and Girl Scout troops may wish to consider partnering with the local Alpha Phi Omega (APO) chapter. The relationship between the Boy Scouts of America and APO extends back to the development of the fraternity. From its inception, the Boy Scouts of America (BSA) delivered a strong philosophy in simple terms boys could understand; the Scout Motto, the Scout Slogan, the Scout Oath and the Scout Law. Frank Reed Horton and Herbert G. Horton observed that Scouts, applying these principles, often sacrificed something personal to help someone else. This philosophy, they decided, could provide a strong foundation for a college fraternity, Alpha Phi Omega. They sought out men who shared this belief who were former scouts themselves. In this manner, they started the Fraternity at Lafayette College.

Since forging these strong ties with the Scouting movement, APO has retained a strong relationship with the Boy Scouts of America. Though participation as a member of the Scouting movement is no longer a prerequisite to membership within the Fraternity, many of their members first gained their interest in service through their activities as a Scout. Chapters across the Fraternity participate in a variety of activities and projects through their local Scout councils, and on a national level, the Fraternity participates in major national events of the BSA, such as National Jamborees, National Order of the Arrow Conferences, and National Council Meetings.

The National Alpha Phi Omega Service Fraternity promotes the DEA Red Ribbon Patch program in their local communities. In addition, APO as a national organization will be participating in Red Ribbon Week. This is an opportunity for both the local chapters and Scouting Units to combine their efforts in coordinating Red Ribbon Week activities. *For more information on the organization and local chapters please go to [www.apo.org](http://www.apo.org).*

## Other Potential Partnerships

- |   |                              |
|---|------------------------------|
| • Local churches                        | • YMCA;s                     |
| • Community-based organizations         | • Local Community Centers    |
| • Local food banks                      | • Schools                    |
| • Local government                      | • Neighborhood Associations  |
| • Boys and Girls Clubs                  | • Drug Prevention Coalitions |
| • Other Boy Scout and Girl Scout troops | • Local DEA Offices          |
| • Rotary Clubs                          |                              |

## Drug Prevention Activity

For the drug prevention requirement, please contact your local law enforcement agencies, prevention organizations, or other community organizations and ask for a speaker to come to the

troop or unit's meeting or attend a local drug prevention presentation in the community. The specific drug prevention topic is up to the Scout Leader.

The Scout leader may contact any of the local organizations noted above and inquire if a speaker is available to come on site and do a presentation for the Boy Scouts or Girl Scouts. In some cases, the Scouts may have to go to the organization. In other cases, not all Scouts may be available to attend a specific drug prevention session. However, if the Scout (s) attends a drug prevention session at a later date and meets all the other program requirements for the patch, the Scout leader may request a patch for the respective Scout (s). Below are so examples of the types of drug prevention education activities carried out by last year's Scouting groups.

### **DRUG PREVENTION EDUCATION REQUIREMENT IDEAS**

<b>PARTNER (S)</b>	<b>2011 SAMPLE DRUG PREVENTION ACTIVITIES</b>
<b>Faith-based organization</b>	The Troop participated in a drug prevention instructional session offered at by a local church group.
<b>Other Girl Scout Troops and School</b>	Two local law enforcement officers came to our regular meeting and provided the girls with information on the dangers of drugs. We invited another troop.
<b>School</b>	The scouts were provided information on the dangers of drugs and then split into 6 groups and created their own PSAs. The winner then was presented on the local middle school's morning announcements.
<b>School</b>	We invited our county's local D.A.R.E. Officer to speak about the dangers and signs of drug abuse. We invited the whole community to come and participate by passing out fliers at local businesses and our schools. The children were encouraged to bring their families and friends to this event. We had a large turn-out that exceeded our expectations. Our officer was very informative and age appropriate as most of our children were 1st through 5th graders. We ended by serving cookies and punch. Each child left with a pamphlet that describes different types of drugs and the effects they can have on your mind and body.
<b>School, Police Explorers</b>	We teamed up with the police explorers and they trained the boy scout troop on drug and alcohol and tobacco use and dangers. Both groups handed out flyers at the public school and talked to the children about the dangers of alcohol and drugs.
<b>School, Community</b>	We handed out flyers about drugs at a local store to customers and told

	them how to be drug free and that we were pledging to be drug free.
<b>Law Enforcement</b>	We had a state trooper who works with youth and drug prevention speak.
<b>School, Government Agency, Faith-based organization, and Other (BRMC-BSA)</b>	Pack 1 help its first meeting in October and shared the information in a presentation to our individual group of 60. Each Scout recited and/or signed the pledge during the Den meetings after that. During dinner as Scouts and families went through the line we shared information and gave out brochures to recognize the DEA Red Ribbon Week activities and the importance of remaining drug free. This was done at our fall Spookoree campout where we had 450 Scouts and many more adult partners. As it turned out we used October 6, 2011 to kick off the Pack activities and plan. We used Spookoree on October 8, 2011 as the first flagship event in our Council recognizing Red Ribbon Week. The day was also filled with lots of fun outdoor healthy activities Pack 1 then bought badges and red ribbons for the entire Pack that say we are strong we are smart and we are drug free with Cub SCOUT PACK 1 and another ribbon noting, "Its up To me to Be Drug Free". Certificates and badges will be given out on November 3 to reward everyone for supporting this BIG FLAGSHIP EVENT. A bonus was that many of the parents who attended the Spookoree with their Scouts (it is a family event with siblings) were also teachers and thought the brochures were wonderful so they took packages to distribute in October to their students. We are proud of what we accomplished in our first year and hope to again participate next year.
<b>Local law enforcement</b>	New York State Police Detective presented Drug Prevention Education Presentation
<b>Community</b>	Our unit sponsored a Drug Awareness forum which featured teens leading a discussion about personal responsibility and life goals. The activity promoted awareness about the ways drug and alcohol abuse could hamper the achievement of personal success and ways to resist peer pressure. As part of our awareness activity the Crew also submitted a news story to our local newspaper the Main Line Times which appeared in the October 27, 2011 edition.
<b>Law Enforcement</b>	GSCCC Troop 244 hosted a drug prevention program presented by a Detective/Investigator with the local drug task force. We also recorded drug prevention PSAs at the local radio station.
<b>Faith-based</b>	We had an informational session and had stations outside the church after

## Organization

every mass over the weekend getting nearly 200 pledges signed.

### Description of Red Ribbon Week Activities:

Scouts and Scout Leaders this is an opportunity to impact your communities by creating opportunities and events to increase the awareness among your residents about the dangers of illicit drug abuse and abuse of non-prescribed prescription medications. It is highly encouraged to plan and coordinate activities within your capacity and available resources. While it is recommended that activities be carried out during the week of October 23-31, 2012, troops may carry out their Red Ribbon Week activities outside of this time frame. Some schools and communities may already have Red Ribbon Week activities planned. Scouts may join in those activities, however, the Scouts and Scout leaders should identify leadership activities within those events that may be carried out by the Scouts.

*Example: If a school is having an assembly on drug prevention the Scouts may count that activity by serving as hosts and greeting students at the entrance as they come in. They may also hand out any fliers or drug prevention literature as appropriate. Schools officials have eagerly welcomed the additional participation of the Scouts in their activities.*

Below are some examples of Red Ribbon Week activities carried out by the 2011 program participants:

### RED RIBBON WEEK ACTIVITY IDEAS

Attendees	Partner(s)	2011 Red Ribbon Week Activities
800	Government Agency	We sponsored a "Fill A Red Truck" and collected 714 pounds of non-perishable food for the local food bank. We read drug free messages each morning at our schools. We sponsored a wear 'red' day. We planted 200 red tulip bulbs at our school. We created and decorated our school with drug free posters. We also attended the Wallingford CT Towns Annual red Ribbon Week kickoff at the mayor's office.
35	Government Agency	The crew did research and prepared a presentation describing the drug situation today including basic information on gang related activities, drug cartels movement of drugs across the border, involvement of minors, descriptions of illegal drug, and also a discussion on prescription drugs and how they are involved in drug abuse and death.

350	School	We made posters and decorated the hallways and doors of St. Bridget School.
75	Faith-based Organization	We co-sponsored a Trunk or Treat event at a local church. Promoting drug free and say no initiatives.
350	School	October 25 <sup>th</sup> , our troop worked together with a pack and set up an information table. We had a quiz with prizes and handed out literature. It was held together with a Middle School's Red Ribbon Week. We did this during the middle school lunch period. Every student got a chance to fill out a quiz and try for a prize. Each received information related to being drug free and the dangers of trying drugs. The main focus was the abuse of prescription drugs and we even had a pamphlet that focused on that.
250	School	Our Girl Scout troop gave a 'Living Drug Free' announcement each day at the school, during morning announcements. The girls worked hard at putting together messages that matched the theme for the day (wear red, mismatched day etc.). The first day the troop told the story about Mr. Camarena. Each day after, they gave a message about Drug-Free Living.
300	School	Created awareness through handing out ribbons making posters for the local middle school.
243	Government Agency, Other (Girl Scouts)	Our troop teamed with the local Girl Scouts and Law Enforcement to host a drug awareness assembly for K-6 and 7-12 graders. Also we put red ribbons up on telephone poles along main the main street from the entrance off the highway all the way to the elementary and high schools. We assisted law enforcement with putting together bags of information on drugs as well as prizes. We also had a "drug free" wrist bands made and distributed them amongst all students. Also we provided the DEA "Drug Free Pledge" at both assemblies and distributed the pledge forms.
325	School, Faith-based organization	A Rally Booth- we showed the effects that drugs can have on a body. Included smoking & alcohol as well as non-legal drugs. Did games for three different age levels that were there. Showed alternatives to doing drugs - creating good habits so bad habits won't be started.



30	Government Agency	Red balloons were passed out along with red ribbon bracelets for all participants. A local county deputy came and talked about drug prevention with our group which ended with a question/answer session.
250	School, Drug Prevention Coalition	Halloween Parade decorated float with pirate theme "Say Arrgghh to Drugs" and handed out 200 red ribbons with message explaining Red Ribbon Week and to join pack 209 in spreading message to be drug free.
180	School, Government Agency, and Non-Profit	Our den labeled and distributed to classmates, friends, and neighbors with individually wrapped Twizzler Licorice pieces with the message "Cub Scouts Live Drug Free" on them. They also were asked to participate in an educational activity session with our township Alliance. Afterwards the scouts gave a brief speech to their classes on what they learned.
600	School, Government Agency, Faith-based organization	On October 25, the Scouts did a presentation at an elementary assembly on types of addiction and lead the drug free pledge. Made posters to use at the school during the week. Wore red ribbons on our shirts for the entire week to show support for Red Ribbon Week.
800	School, Faith-based organization	We passed out red ribbons to all the local businesses, three police departments, one elementary school, and a middle school. We had three resolutions inducted to three city ordinances for Red Ribbon Week.
220	Girl Scouts	All the boys wrote and produced their own stay drug-free play. They performed two plays during a church Halloween party.
445	Local Government	Our Pack Cub Scouts were in the annual Red Ribbon Day Parade thru downtown Rapid City. The 'little red truck' (that belongs to a pack family) was used to be decorated and haul the participating boys in the parade. Parents and siblings walked around and behind the truck. We chanted pack songs and tossed out candy to onlookers. The Pack was awarded a trophy and certificate for the "Best Community Float in the Parade."
25	School	We made posters to post around our schools about saying no to drugs.

200	Community organization	We participated in a can food drive at our local grocery store. We also made posters about being drug free and handed out red ribbons to patrons.
475	School, Drug Prevention Coalition	Our Troop decorated a car for the community Trunk-n-Treat event with drug free messages. Instead of candy we gave out red ribbon Frisbees with temporary tattoos stickers and water bottles.
139	School, Community Organizations	Girls researched cause and effect of drug uses. Did posters for each school represented to post. Girls also did short-skits to our younger girl of the terrible effects both physically mentally and to families of users.
25	Community	Sponsored a 1 mile run/walk to show support for living a drug free lifestyle.
300	School	Our Den distributed and posted Red Ribbon Week Flyers at two elementary schools to promote drug abuse awareness and participation.
100	Faith-based organization	Held a balloon launch, drug-free pledges drive, and hosted a booth at a local trunk or treat.
600	School, Other (Club Live)	Two of our girls became ambassador for Club Live this year. They organized and directed all Red Ribbon Week theme days and the Red Ribbon Week rally at their school. The girls also organized a Red Ribbon Week Skate Night at their local roller skating rink. The girls will continue to work with Club Live throughout the school year to promote a drug-free environment on campus.
240	School	Worked on Schools Door Decorating Contest. We made a "Peace Out to Drugs" themed door. Cut out hands and made peace signs with them. We also cut out peace signs and wrote things we would rather do than drugs.
425	School	The girls helped run the Red Ribbon Week activities at local elementary school. They planned the theme days and prepared all of the activities for the week.
100	School	The scouts were given directions and then split into 6 groups and created their own PSAs. The winner then was presented on the local middle school's morning announcements.

29	Faith-based Organization	We collected small 27 stuffed animals in a "Hugs Not Drugs" awareness campaign and donated to area ambulance services to give to children on transport.
100	School	We handed out flyers about drugs at a local store to customers and told them how to be drug free and that we were pledging to be drug free.
100	Coalition	We sponsored community booths and distributed information about the dangers of drugs and alcohol with youth as well as prevention strategies along with our Drug-Free Communities Coalition.
700	Coalition	Participated in school's Red Ribbon week as well as having a table at the local high school handing out information to other students about the dangers of drug use and emphasizing the "Above the Influence" campaign that we have tailored for our youth-"I am so Over Above and Beyond using Drugs".

## MARKETING TOOL KIT

As an unfunded program, the Scouting units and troops must print or purchase their promotional materials. To offset costs, DEA has developed some graphic designs and marketing tools that are available at [www.justthinktwice.com](http://www.justthinktwice.com) under 'Resources'.

The following is a list of some ideal cost efficient promotional items that may be used in promoting your Red Ribbon Week campaign.

<b>POSTERS</b>	This is a good way to promote your event and provide your audience with information on "Living Drug Free" and Red Ribbon Week. A flier has been designed by DEA and is available for downloading under 'Resources'.
<b>RIBBONS</b>	Incorporate drug free message and design. Hand out to participants at Red Ribbon rallies. You may use the patch or other designs provided and include a message such as "Living Drug Free" on the ribbon. The cost for this item may be relatively inexpensive in your local community for purchase by the respective Boy Scout unit or Girl Scout troop.
<b>STICKERS</b>	Incorporate drug free message. Hand out to participants at Red Ribbon rallies. You may use the patch or other designs and include a message such as "Living Drug Free" on the ribbon. The cost for this item may be relatively inexpensive in your local community for purchase by the respective Boy Scout unit or Girl Scout troop.

### **T-SHIRTS**

Serves as an identifying element for the Scouts during their Red Ribbon Week rallies. May be used as special larger giveaways at the rallies. You may use the patch or other designs and include a message such as “Living Drug Free” on the ribbon. The cost for this item may be relatively inexpensive in your local community for purchase by the respective Boy Scout unit or Girl Scout troop.

## **Press Release**

A sample press release is included in this manual and may be found on the website as well. Scouting Units may utilize and modify the press release sample as appropriate.

## **Public Service Announcement (PSA)**

A sample Public Service Announcement (PSA) is included in the Resources Appendix of this manual. To publicize your event in your community it is important to know the media in your area. Determine who writes the local columns in the newspapers. Mail and call your local radio and TV stations well in advance and send reminders with any updates two days before your event. Radio and television media have may have different staff working on the weekend. If your event is on the weekend, pitch your event to the weekend staff. Make sure to include your contact information at the top of all media materials, including e-mail address and phone numbers. Follow through with phone calls before and after your send materials. Make sure to take pictures of your event. Visually appealing images are a good way to attract coverage and are a great compliment to newspaper articles.

**Note: Don’t give up. If the first person is not interested, try another contact at the radio or television station.**

## **Program Contact**

For more information or questions about the program, contact:

Sonia Klukas  
Program Coordinator  
Drug Enforcement Administration  
Demand Reduction Section  
202-307-7936  
[Demand.Reduction@usdoj.gov](mailto:Demand.Reduction@usdoj.gov)



## 2011 Red Ribbon Activities Participants





**DEA Red Ribbon Week Patch**  
**Drug Enforcement Administration**

Scouting troops or units **MUST** submit this form to ensure patches available no later than  
**Friday, October 5, 2011.**

**Intent to Participate**

Scout unit or troop number: \_\_\_\_\_ Council Name: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Troop's e-mail address (*print*): \_\_\_\_\_  
Number of Scouts in troop or unit intending to participate: \_\_\_\_\_

Please mark as appropriate:

\_\_\_\_\_ Boy Scout unit  
\_\_\_\_\_ Girl Scout troop

**\*\*Please note, in order to receive your DEA Red Ribbon Week Patches, the leader or  
contact person MUST complete the Activity Report upon completion of all program  
requirements.**

**SUBMIT**



## Red Ribbon Week Press Release

### Sample Red Ribbon Week Press Release

**Contact:**

[Your Organization]

[Your Name]

[Your Phone Number]

### [YOUR ORGANIZATION] CELEBRATES RED RIBBON WEEK

[Your organization] invites the community to take a visible stand against drugs by celebrating Red Ribbon Week from October 23-31.

Red Ribbon Week raises awareness of drug use and the problems related to drugs facing our community, and encourages parents, educators, business owners, and other community organizations to promote drug-free lifestyles. This year's celebration will kick off on [DATE] with [include kick-off event or activity here] at [location]. Activities scheduled throughout the week include [include list of activities here].

"Red Ribbon Week encourages our entire community to adopt healthy, drug-free lifestyles," said [Contact Name, Leader of Your Organization]. "The campaign brings together parents, schools, and businesses as we look for innovative ways to keep kids and communities drug free."

Coming up on its 25<sup>th</sup> anniversary, the red ribbon now symbolizes a continuing commitment to reducing the demand for illicit drugs in our communities. In 1985, Drug Enforcement Administration (DEA) Special Agent Enrique S. "Kiki" Camarena was killed by drug traffickers. Shortly after Camarena's death, citizens from his hometown of Calexico, California, began wearing red ribbons to remember him and commemorate his sacrifice. Congress established Red Ribbon Week in 1988.

"Red Ribbon Week gives us the opportunity to be vocal and visible in our efforts to achieve a drug-free community," said [representative of your organization]. "Research shows that children are less likely to use alcohol and other drugs when parents and other role models are clear and consistent in their opposition to substance use and abuse."

Visit [www.justthinktwice.com](http://www.justthinktwice.com) for more information about Red Ribbon Week or contact [add the name and phone number of your organization here].





## Sample Radio or Public Service Announcement

Join the Boy Scouts in celebrating Red Ribbon Week from October 23-31. During Red Ribbon Week, young people in communities across the nation pledge to live a drug-free lifestyle by wearing red ribbons and participating in community-wide anti-drug events. Red Ribbon Week raises awareness of the problems related to drug use and abuse facing communities and encourages parents, educators, business owners, and other community organizations to promote drug-free lifestyles. This year's celebration will kick off on [DATE] with [include kick-off event or activity here] at [location]. For more information go to [www.justthinktwice.com](http://www.justthinktwice.com) or [www.getsmartaboutdrugs.com](http://www.getsmartaboutdrugs.com) or call (LOCAL NAME and NUMBER).



## Drug-Free Pledge

My name is \_\_\_\_\_. I would like to live a life without drugs, alcohol, cigarettes, and peer pressure to use drugs. I would also like to go to school and learn without being interrupted by the problems of drugs and alcohol. To this end:

- I pledge to live a Drug-Free life.
- I pledge not use drugs, alcohol, or cigarettes because I can make my dreams come true if I stay Drug-Free and believe in myself.
- I pledge to show my friends that Drug-Free is more fun.
- I pledge to stay in school and learn the things I need to know.
- I pledge not to accept the use or sale of drugs in around my school and community.
- I pledge to learn more about how drugs harm people and tell people the truth about the harmful effects of drugs.
- I pledge to help others and to keep myself Drug-Free.

**I know that I can achieve my dreams and live my life as I choose because of my pledge to stay Drug-Free.**

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Signature of Scout

Date

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Signature of Parent/Caregiver/Leader



## Red Ribbon Week Patch Activity Report Drug Enforcement Administration

This form certifies your completion of all program requirements and **MUST** be completed to receive your DEA Red Ribbon Week Patches **no later than Friday, December 7, 2012.**

Scout unit or troop number \_\_\_\_\_ Council Name \_\_\_\_\_

Troop's mailing address (*for patches*) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Troop's e-mail address (Print) \_\_\_\_\_

Number of Boy Scouts or Girl Scouts that attended the anti-drug prevention session: \_\_\_\_\_

Number of Boy Scouts or Girl Scouts that took the drug free pledge: \_\_\_\_\_

Number of patches requested for your troop or unit: \_\_\_\_\_

Please describe the Red Ribbon Week activity/event your troop or unit sponsored:

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Approximately how many participants attended your Red Ribbon Week activity? \_\_\_\_\_

Did you partner with anyone? Yes \_\_\_\_ No \_\_\_\_

If so, please mark all that apply:

\_\_\_\_ Business/Corporation

\_\_\_\_ School

\_\_\_\_ Government Agency

(city, county, state, or federal)

\_\_\_\_ Civic organization/non-profit

\_\_\_\_ Faith-based organization

\_\_\_\_ Coalition

\_\_\_\_ *Other* \_\_\_\_\_

## Page 2- Activity Report

Please describe the anti-drug prevention education session attended by the scouts (i.e. *discussion*, *lecture*, etc):

Are you planning to participate in next year's Red Ribbon Week? ☐ Yes ☐ No

Is there anything that you recommend to improve DEA's Red Ribbon Week Patch program for next year?

[SUBMIT](#)



## Technical Assistance Conference Calls

### Who should participate?

- Representatives from the Executive Boy Scout Councils
- Boy Scout and Girl Scout leaders
- Scouting liaisons and representatives from Alpha Phi Omega Fraternity
- Others working with Scouting units or troops

### Purpose of technical assistance sessions:

The calls will provide participants interested in participating in the program the opportunity to ask questions and recommendations for organizing and coordinating their respective Red Ribbon Week activities. In addition, participants on the call will have the opportunity to network and share ideas with their peers.

### How do I confirm my attendance on the call?

Please e-mail [Demand.Reduction@usdoj.gov](mailto:Demand.Reduction@usdoj.gov) and include 'attending conference' all in the subject line. Please note the number of lines is limited. Confirmations will be accepted on a first-served basis.

### What if I am not able to participate on the call?

Please send questions and comments to [Demand.Reduction@usdoj.gov](mailto:Demand.Reduction@usdoj.gov).

**Conference Call Number:** 202-353-0881 (within the D.C. metro area)  
1-800-521-6079 (outside the D.C. metro area)

**Pass code:** 80890993

### Schedule:

Thursday, September 20, 2012  
2:00 PM – 3:00 PM EST

DEA's Red Ribbon Week Patch  
Red Ribbon Week Activities  
Promotion & Outreach

Thursday, October 4, 2012  
2:00 PM – 3:00 PM EST

DEA's Red Ribbon Week Patch  
Red Ribbon Week Activities  
Promotion & Outreach



## Media Waiver Agreement

I, (print name) \_\_\_\_\_, authorize the Drug Enforcement Administration (DEA), the right to use my child's, physical likeness and/or voice and/or visual imagery (photographs, moving footage, or other visual and/or audio media), interviews or other content provided to the DEA, in perpetuity and throughout the world. This material will be distributed at the discretion of the DEA to the media or shown in public venues for educational purposes.

I represent that the consent of no other person, firm, corporation, or organization is required to enable DEA to use my, or my child's, likeness and/or voice and/or imagery as described herein, and that such use will not violate the rights of any third parties.

I hereby certify and represent that I have read the foregoing and fully understand the meaning and effect thereof, and intend to be legally bound by this release. I am over 18 years of age and competent to contract in my own name, or on behalf of my minor child.

Name of child \_\_\_\_\_ (print)

Parent Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Send to [Demand.Reduction@usdoj.gov](mailto:Demand.Reduction@usdoj.gov)

(Must submit this form with any pictures that are submitted)